

EXHIBIT P

U.S. Patent No. 6,330,592

Method, Memory, Product and Code for
Displaying Pre-Customized Content
Associated with Visitor Data

Optimize Markman Tutorial

[Next >](#)

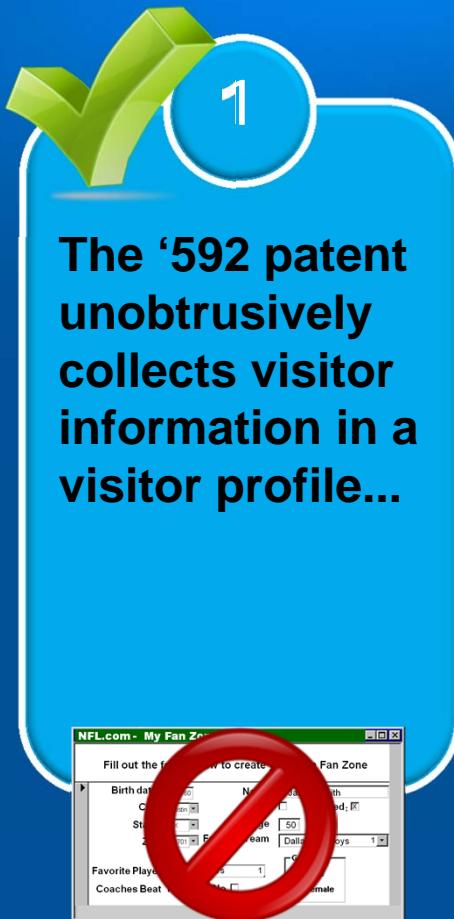
Optimize Technology Solutions, LLC,
v. Staples, Inc., et al.

Step 2: Provide Personalized Content

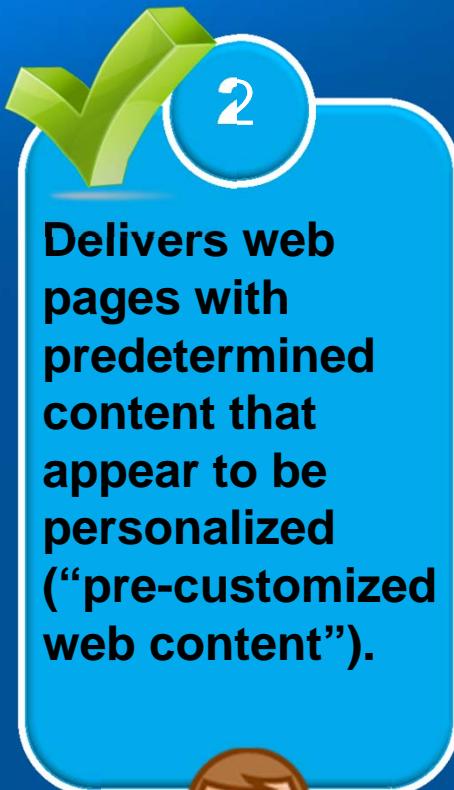
The **personalized** content is located based on visitor interests, and the customized web page is then **dynamically generated** and provided to the user. This happens “live” as the visitor waits for the information.



The Solution: '592 Patent

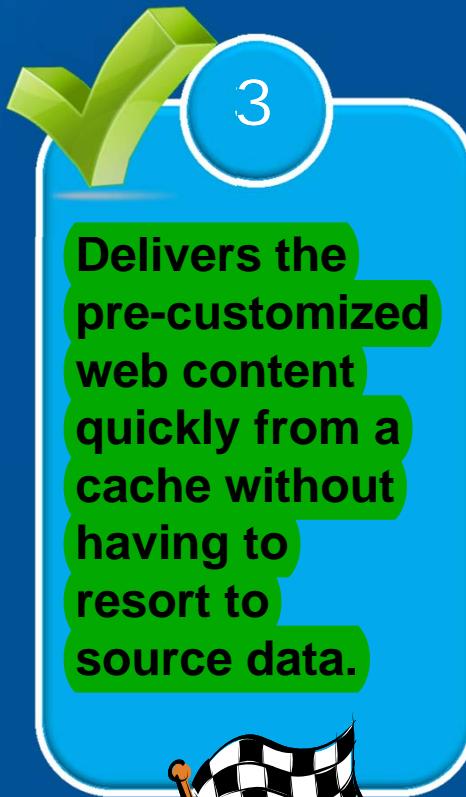


1
The '592 patent unobtrusively collects visitor information in a visitor profile...



2

Delivers web pages with predetermined content that appear to be personalized (“pre-customized web content”).



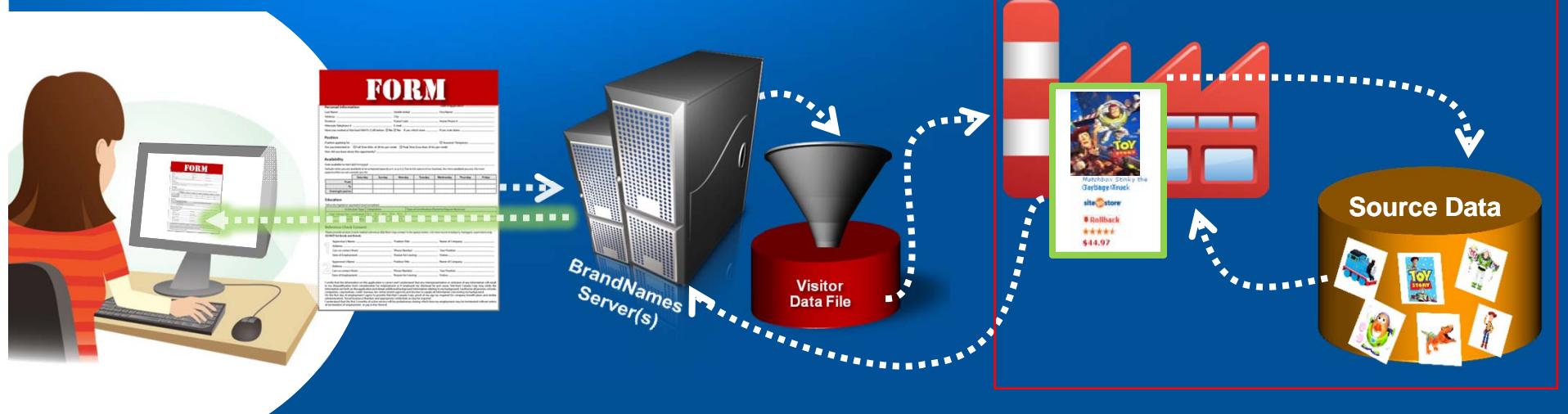
3

Delivers the pre-customized web content quickly from a cache without having to resort to source data.



Summary

Dynamic Personalization



vs. Solution: '592 Patent

